

## APPLICATION DATA SHEET

### APPLICATION INFORMATION

Application Type:: REGULAR  
Subject Matter:: UTILITY  
CD-ROM or CD-R?:: NONE  
Title:: METHOD OF ASSESSING THE COST  
EFFECTIVENESS OF ADVERTISING  
Attorney Docket Number:: 240148US56  
Total Drawing Sheets:: 11

### INVENTOR INFORMATION

Applicant Authority Type:: INVENTOR  
Primary Citizenship Country:: United Kingdom  
Status:: FULL CAPACITY  
Given Name:: Andy  
Family Name:: Pearch  
City of Residence:: London  
Country of Residence:: United Kingdom  
Street of Mailing Address:: 65 Ulleswater Road  
City of Mailing Address:: London  
Country of Mailing Address:: United Kingdom  
Postal or Zip Code of Mailing Address:: N14 7BN

Applicant Authority Type:: INVENTOR  
Primary Citizenship Country:: United Kingdom  
Status:: FULL CAPACITY  
Given Name:: John  
Family Name:: Billett  
City of Residence:: London  
Country of Residence:: United Kingdom  
Street of Mailing Address:: 22 Vincent House  
Vincent Square  
City of Mailing Address:: London  
Country of Mailing Address:: United Kingdom  
Postal or Zip Code of Mailing Address:: SW1P 2NB

### CORRESPONDENCE INFORMATION

Correspondence Customer Number:: 22850

**REPRESENTATIVE INFORMATION**

Representative Customer Number:: 22850

**ASSIGNMENT INFORMATION**

Assignee Name:: BCMG Limited  
Street of Mailing Address:: Alhambra House  
27-31 Charing Cross Road  
City of Mailing Address:: London  
Country of Mailing Address:: United Kingdom  
Postal or Zip Code of Mailing Address:: WC2H 0AU